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Issue:

Combating the Spread of International Propaganda

Forum:

General Assembly 4



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Position: Chair, Deputy Chair

Introduction

Propaganda is commonly used nowadays to spread information, mainly on a political event, with the aim of directing a special cause to the community or individuals. Although it is not always used in a negative context, most world leaders and politicians misuse it by spreading distorted asserts, either to get elected or to spread their ideas on an issue. By proclaiming rumors, true/false or half true/half false information through the passage of persuasion, the people spreading these messages influence and control the public opinion.



(an image on propaganda techniques)

International propaganda involves international relations and concerns the law and human rights. It further elaborates on diplomacy, international and domestic law. Starting from the 19th century, propaganda was spread by print or word, and developed by being modulated by states who were concerned about this type of propaganda. However, as technology developed over time, the radio and telegraph were invented and countries started to become perturbed by the communication using antagonistic messages on an international basis. As messages could be sent automatically from countries far away. Therefore, international solution attempts had to be made in order to control the spread of propaganda and international propaganda would have to be

identified and synchronized at its source. In the beginning of the 1920 and 1930's, countries did not respond to the technological capabilities of propaganda and therefore did nothing about it. However, in the 20th century, the control of propaganda was starting to be accomplished by drawing it on the law of neutrality. Many articles of the 1907 Convention Respecting the Rights and Duties of Neutral Powers and Persons included nations controlling and limiting the activities related to propaganda, in their countries.

The disinformation content in propaganda is considered not necessarily as fake news, but fabricated news. The propagandists which spread the fake news are aiming to convert many individuals' religions or social norms, and aggregating them into a complex form of wars or revolutions. When it comes to global/international means, and as the population, trade, travel, education, and technology evolve, new cores of political, cultural, and economic power grow. More simplistic and

parochial propaganda limits this social evolution which is happening very commonly nowadays. Therefore, the urge for more worldly, scientifically manufactured, and universalistic types evolve.

As there are three ways of social control for propaganda, which include democratic, authoritarian and world-wide control, the protection against propaganda has been increasing. The use of world-wide control is yet to assure that universal humanity, along with educated leaders taking part in world relations (international relations) and supporting the development of world-level media and multinational bodies of reporters, researchers, editors, teachers, and other people aiming the harmony of humans in combating the spread of international propaganda.

Definition of Key Terms

Propaganda

A deceptive or biased piece of information which is used to publicize and encourage a specific or political point of view.

Propaganda of the Deed

It is the indication of using no symbolic action such as coercive or economic actions for its propagandistic effects rather than its direct effects.

Psychological Warfare

It is used to defeat an enemy by military, economic, or political measures of propaganda. This is used to demoralize the enemy and to provide them favorably inclined to one's position. The changing of personality or beliefs by brainwashing the minds of war prisoners is considered as a psywar (psychological warfare.)

Overt Propaganda

The situation in which propagandists (the people who do propaganda) and their helpers address themselves publicly.

Covert Propaganda

The situation in which the propagandists or propaganda sources are kept as a secret and in disguise. This form usually involves political advertisements that are unsigned or signed with false names, surreptitious radio stations using incorrect names, and statements by editors, politicians, or others who have been secretly bribed by governments, business firms, or political investors.

Advertising

The business of trying to persuade people to buy products or services. It has mainly a commercial purpose, though it can also be used by political candidates, party programs and positions on political issues may be marketed by advertising firms.

General Overview

Types of propaganda

You can categorize almost all propaganda in seven different groups. One of these is transfer propaganda. When using this form of propaganda, the advertiser will make you feel related to/understood. For example, if an ad uses an anthem or a national flag of the country you feel connected to, you might feel patriotic. This way, when you see this advertisement you will associate the propagandist to the feeling of patriotism when you see the brand again.

The second category is testimonial propaganda. This type of propaganda is when the advertiser uses people, usually well-known or with expertise in the field that is being advertised, to make you think that the product being advertised is actually that good. Everyone knows the toothpaste ads saying that 9 out of 10 dentists recommend their product, this is an excellent example of testimonial propaganda. Once you hear that someone who is specialized in the field, in this case a dentist, recommends the product, you might try the product sooner. Note: by watching such advertisement you could be tempted more easily to buy the product.

A third type of propaganda is card-stacking propaganda. When propagandists use this form of propaganda, it means that they only tell the best aspects about the subject of the advertisement. The propagandist wants to win you over by telling you how amazing the subject or service of the advertisement is. Sometimes this supposedly amazing information is false so it gives you the wrong idea about the service.

A fourth type of propaganda is bandwagon propaganda, this is when propagandists try to persuade you into liking the service, simply because a lot of other people used/liked it.

The fifth type is name-calling propaganda, it is a type of propaganda where the propagandists will make their competitors look bad. This can be either by stating why the competitors are worse or by stating how much more amazing they, the propagandists themselves, are.

Another form of propaganda is plain folks propaganda, this is when normal people tell you how amazing the product is. This is quite the opposite of testimonial propaganda, because instead of a celebrity, influencer or professional, a normal person will tell you how this particular product or service brought value to their lives. The last category of propaganda is glittering generalities propaganda. The glittering generalities technique makes use of fancy words that elicit a positive response or feeling from you. In turn, this feeling is what makes you want to buy the product, try the service or become affiliated with the brand.

Some examples of these 'glittering' words include hope, change, possibility, justice, and others that give off an extremely positive vibe or hype you up among other things.

The history of propaganda

As far as we know, there has been propaganda since the ancient times. Although there were no prints, handwritten books were still circulated but most of the propaganda was spread orally. From that time forward, whenever any society had common knowledge and a sense of common interests, it made use of propaganda. And as early as the sixteenth century nations used methods that were somewhat like those of modern propaganda. In the days of the Spanish

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Armada (1588), both Philip II of Spain and Queen Elizabeth of England organized propaganda in a quite modern way. The term "propaganda" apparently first came into common use in Europe as a result of the missionary activities of the Catholic church. In 1622 Pope Gregory XV created in Rome the Congregation for the Propagation of the Faith. This was a commission of cardinals charged with spreading the faith and regulating church affairs in heathen lands. A College of Propaganda was set up under Pope Urban VIII to train priests for the mission.

During World War I the power and victories were dramatised. Both Fascism and Communism used intense revolutionary propaganda. When fascists or communists were suppressed, both used propaganda to extend their power beyond their national borders. Currently, due to the perfection of machinery, propagandists have quick and easy systems for the spread of their advertisements. The technical equipment we have today can be used for peace and international good will. People such as Hitler, Mussolini and Tojo have used this system for egocentric and humane purposes, and as a result have enlarged the purpose of propaganda in today's world. At the moment, the United Nations also uses the quick and efficient communication technology we have for propaganda purposes. The development modern politics is going through is also an important encouraging factor.

Current situation

When politicians controlled politics, relatively little propaganda was needed before a candidate could run for office. This has changed under the current system because the candidate seeking nomination must appeal to the audience. In the final election stage he must appeal to the voters. Namely, the politician must engage in propaganda and advertisement as a legitimate and necessary part of the political contest.

How should it be combated

Counter Propaganda is a way of combating propaganda, this can be peaceful but more often than not, it is based on false information. When this happens, it is not effective in opposing propaganda messages. A good example of this is the Nemmersdorf Massacre during World War II. This was when the U.S. attempted to counter Germany's claims of an atrocity committed by the Soviet Union in Nemmersdorf, Prussia. During October 1944 when Germany forced the Soviet Union out of the city they found twentyfour dead people. Several of the women and teenagers were raped. As a response to this, a Nazi propaganda unit, called Skorpion, started a leaflet campaign and sent a letter to the German government to expose the Soviet Union's actions to the United States. As a response America also launched a campaign which quoted Soviet denials of the wrongdoing. The false messages in the counter propaganda failed to oppose German propaanda. When it comes out that a broadcaster has spread false counterpropaganda, this influences the reputation of the propagandists and their ability to counter propaganda in the future.

Major Parties Involved

United Nations (UNESCO, United Nations Human Rights Council[UNHRC])

The United Nations has sub-bodies which all cooperate to solve the issue of the spreading of international propaganda or propaganda in general. UNESCO has developed a system of training for journalists in order to combat the spread of fake news and disinformation through the passage of propaganda. The UN has adopted a regulation named "UN Special Rapporteur on Freedom of opinion and expression" in which the contradiction to disinformation is explained to be resulting in censorship. In a further Joint Declaration, it is prohibited to violate human rights, race, culture and religion through propaganda. The UN further established the UN Guiding Principles on business and human rights, which provides the collective responsibility of all business enterprises aiming to respect human rights.

United Nations Human Rights Council (UNHRC)

It adopted the 2008 Seminar on Article 19 and 20, further supporting the idea of the principles and that all of the complainants were limited because of the prohibition of ethnic and religious hatred. In order to protect the human rights and necessities of the countries or cities to live freely, without having fear about racism or religious hatred and free from fear of incitement, the UNHRC also supported the UN's regulations for the basic necessities of individuals and communities.

Timeline of Key Events

1907	Convention Respecting the Rights and Duties of Neutral Powers and Persons
December-February 1922	The Commission of Jurists met at The Hague to regulate rules in order to assure the control of radio in times of war.
1922	The Soviet Union (USSR) started writing anti-propaganda articles involving both of its agreements with countries.
March, 1931	The Reichs-Rund Funk-Gesellschaft Agreement was established between Germany and Polskie Radio. It aimed to synchronize propaganda peacefully.
1936	The International Convention Concerning the Use of Broadcasting in the Cause of Peace was established a right of correction.
1949	The Draft Convention was passed on to the General Assembly where it was going to be debated upon.
1952	The General Assembly embraced it's 7th session Draft Convention on the International Right of Correction.

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1962	The Draft Covenant on Civil and Political Rights involved the freedom of information in Article 19.
2017	The Senators of Virginia and Minnesota joined together to supervise online campaign ads.

Previous attempts to resolve the issue

As a response to the spread of international propaganda, some countries are trying to combat this. For example, as a response to foreign interference in 2016 U.S. elections via twitter, U.S lawmakers have introduced the Honest Ads Act, as attempt to govern political advertising on radio, television, in print and on social media platform. To remedy the problem, anyone spending over a certain amount of money on ads on social media platforms, will be checked.

Possible Solutions

In order to solve the issue of the spread of international propaganda special measures may be taken such as:

1. The current status of international propaganda may be monitored in order to enhance the reliability of current propaganda.
2. On a large-scale, local and national organizations may collaborate with the UN in order to express their views on the crises of international propaganda and how they can resolve it by working together.
3. Each country may participate in a widely shared convention on journalism ethics Countries may work together in order raise awareness by the former protocols and conventions/resolutions they have written in order to inform the citizens on how to protect the right to data portability.
4. The UN may make use of the most recent technology to research how fact-checking can be automatized.
5. Reinforcing the cooperation between states, the European Union and NATO in this field by avoiding overlap and duplication of efforts. Bear in mind the consequences, as we have seen in the Cold War, and how those can be avoided, such as the block formation of two fronts.
6. Strengthening the research on this issue from all sides, including ministries, universities, think-tanks and the press.

Appendix/Appendices

- Disinformation Campaigns, NY Times- <https://www.nytimes.com/2019/09/26/technology/government-disinformation-cyber-troops.html>

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7 types of propaganda techniques advertisers use <https://www.canzmarketing.com/7-types-of-propaganda-techniques-advertisers-use/>